

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
499640 /	06386800
<u>Product</u>	
AMERICAN CROSSROADS	
<u>Contract Dates</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	1257
<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads NV	10/31/12 / 10/31/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KVVU	Teresa Difuria
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
11	27
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Week	
N 25	KVVU	10/29/12	10/29/12	Anderson	3-4p		:30			NM	0		\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/29/12	11/04/12		1-----				1	\$450.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/29/12-11/04/12	Anderson	3-4p	M-----	:30		\$450.00	NM			
				Credited									
Totals												92	\$158,620.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	61	\$118,945.00	\$101,103.25
10/29/12 - 10/30/12	31	\$39,675.00	\$33,723.75
Totals	92	\$158,620.00	\$134,827.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6386800 TRF# 499640
SSS MOD# 2: UNAPPROVED REV #1 SSS

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

ADV #	ADV.	NAME	<u>ISS/AMER. CROSSROADS</u>	REP. #	OFF. #	SALESMAN #
AGY #	AGY.	NAME	<u>CROSSROADS MEDIA LLC</u>	BUYER	NAME	<u>EMILY MILHOAN</u>

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

PRDCT AMERICAN CROSSROADS EST#1257 COMMENTS: (LINE, ORDER, INVOICE) _____

FLIGHT DATES OCT24/12 OCT30/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT31/12 15.3

REP: TO ROSE

FROM TERESA
OKED M26 = MOVING \$\$ TO HDLN 6228770
REV TTL = 158620
PLEASE CONFIRM

STA: _____

CON CM * * * * THIS IS A CASH IN ADVANCE SCHEDULE * * * *

AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1257
AGENCY PRODUCT CODE = 27

133	S	200P-300P					
			30	\$450.00	10/29	10/29	0
							MON
							0

PROGRAM : ANDERSON
ORD COM1: PRG CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE.

PART OF A MAKEGOOD MADE UP OF LINES 131-133
STATION MAKEGOOD OFFERS:
M26 OK'D BUY#133 MISSED:MON/200P-300P OCT29
30S \$450.00 (OCT31/12)

FFER: NONE
CMT: SPOT N/A DUE TO NO WORLD SERIES GAME. FLIGHT ENDED. PLS CREDIT.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.36
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ **CHANGES** *** KVUU-TV ***

LINE#:	REP	:CD:	TIME	PERIOD	:	LGTH	:	SEC	:	RATE	:	START	:	END	:	SPTS:	WEEK	:	DAYS	:	TOTL:	:	SPTS:		
:	:	:	:	:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	INVT	:	DATE	:	DATE	:	INVT	:	DATE
OCT/12				118945.00		NOV/12				39675.00															

CONTRACT TOTAL 158620.00
TOTAL SPOTS 92

MARKET TOTALS \$795,350 KVUU 20% KSNV 40% KLAS 11% KTNV 21% KVMY 6% KVCW 1% CABL 0%
SVC- NSI
DEMOs- RA35+*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE